



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

<u>Contract / Revision</u> 195595 /		<u>Alt Order #</u> 06837868
<u>Product</u> LISA WILSON FOLEY		
<u>Contract Dates</u> 08/02/12 - 08/14/12		<u>Estimate #</u> 2540
<u>Advertiser</u> POL/L Wilson Foley 4 Hor		<u>Original Date / Revision</u> 08/16/12 / 08/16/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN9370/IN11002/IN141		<u>Advertiser Ref</u>

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WTNH	08/02/12	08/03/12	News 8 @ 6a	6a-7a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TF--				2	\$350.00			
2	WTNH	08/07/12	08/10/12	News 8 @ 6a	6a-7a		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				4	\$300.00			
3	WTNH	08/13/12	08/14/12	News 8 @ 6a	6a-7a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$350.00			
4	WTNH	08/02/12	08/03/12	GMA	7a-9a		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TF--				2	\$375.00			
5	WTNH	08/07/12	08/10/12	GMA	7a-9a		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				3	\$375.00			
6	WTNH	08/13/12	08/14/12	GMA	7a-9a		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$375.00			
7	WTNH	08/11/12	08/12/12	SaSu 6a-8a	6a-8a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----SS				2	\$150.00			
8	WTNH	08/11/12	08/12/12	GMA SaSu	8a-9a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----SS				2	\$250.00			
9	WTNH	08/12/12	08/12/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$750.00			
10	WTNH	08/02/12	08/03/12	News 8 5p-6p	5p-6p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TF--				2	\$500.00			
11	WTNH	08/07/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				4	\$400.00			

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<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/L Wilson Foley 4 Ho	08/16/12 / 08/16/12

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>												
	3	WTNH	08/06/12-08/12/12	News 8 5p-6p	5p-6p	-TuWThF----	:30		\$400.00	NM		
	See MG 11.5											
	5	WTNH	08/13/12-08/13/12	News 8 5p-6p	5p-6p	M-----	:30		\$400.00	NM		
	Ⓜ MG for 11.3 08/10											
D 12	WTNH	08/13/12	08/14/12	News 8 5p-6p	5p-6p		:30			NM	0	\$0.00
13	WTNH	08/02/12	08/03/12	News 8 6p-630p	6p-630p		:30			NM	2	\$1,400.00
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 ---TF-- 2 \$700.00											
14	WTNH	08/07/12	08/10/12	News 8 6p-630p	6p-630p		:30			NM	3	\$1,500.00
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 -TWTF-- 3 \$500.00											
15	WTNH	08/13/12	08/14/12	News 8 6p-630p	6p-630p		:30			NM	2	\$1,000.00
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 MT----- 2 \$500.00											
16	WTNH	08/02/12	08/03/12	M-F 7p-730p	7p-730p		:30			NM	1	\$900.00
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 ---TF-- 1 \$900.00											
17	WTNH	08/06/12	08/10/12	M-F 7p-730p	7p-730p		:30			NM	3	\$2,700.00
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 MTWTF-- 3 \$900.00											
18	WTNH	08/13/12	08/14/12	M-F 7p-730p	7p-730p		:30			NM	2	\$1,800.00
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 MT----- 2 \$900.00											
19	WTNH	08/04/12	08/11/12	Late News Sa	11p-1135p		:30			NM	2	\$500.00
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -----S- 1 \$250.00 Week: 08/06/12 08/12/12 -----S- 1 \$250.00											
20	WTNH	08/05/12	08/12/12	Late News Su	11p-1135p		:30			NM	2	\$1,400.00
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -----S 1 \$700.00 Week: 08/06/12 08/12/12 -----S 1 \$700.00											
21	WTNH	08/02/12	08/03/12	Nightline	1135p-120630a		:30			NM	2	\$400.00
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 ---TF-- 2 \$200.00											
N 22	WTNH	08/06/12	08/10/12	Nightline	1135p-120630a		:30			NM	3	\$600.00
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 MTWTF-- 5 \$200.00											
	3	WTNH	08/06/12-08/12/12	Nightline	1135p-120630a	MTuWThF----	:30		\$200.00	NM		
	Credited											
	5	WTNH	08/06/12-08/12/12	Nightline	1135p-120630a	MTuWThF----	:30		\$200.00	NM		
	Credited											
23	WTNH	08/13/12	08/13/12	Nightline	1135p-120630a		:30			NM	1	\$300.00
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 M----- 1 \$300.00											
24	WTNH	08/02/12	08/03/12	Late News 8	11p-1135p		:30			NM	2	\$1,400.00
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 ---TF-- 2 \$700.00											
25	WTNH	08/06/12	08/10/12	Late News 8	11p-1135p		:30			NM	5	\$3,500.00
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>											

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08/02/12 - 08/14/12	LISA WILSON FOLEY	2540

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/L Wilson Foley 4 Ho	08/16/12 / 08/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				5	\$700.00			
26	WTNH	08/13/12	08/14/12	Late News 8	11p-1135p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$700.00			
27	WTNH	08/06/12	08/06/12	News 8 @ 6a	6a-7a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	M-----				1	\$350.00			
28	WTNH	08/06/12	08/06/12	GMA	7a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	M-----				1	\$500.00			
29	WTNH	08/04/12	08/05/12	SaSu 6a-8a	6a-8a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----SS				2	\$150.00			
30	WTNH	08/04/12	08/05/12	GMA SaSu	8a-9a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----SS				2	\$250.00			
31	WTNH	08/05/12	08/05/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				1	\$750.00			
32	WTNH	08/06/12	08/06/12	News 8 5p-6p	5p-6p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	M-----				1	\$500.00			
33	WTNH	08/06/12	08/06/12	News 8 6p-630p	6p-630p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	M-----				1	\$700.00			
Totals											67	\$31,775.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	67	\$31,775.00	\$27,008.75
Totals	67	\$31,775.00	\$27,008.75

Signature: _____ **Date:** _____

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Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*11	08/07-08/10	TU-F	5P-6P	3	:30	\$400.00		3		1	\$1,200.00	
Buyline Comment: NEWS 1X N/A, MKGD ON LN 34 V9 More than 2 codes changed												
*12	08/13-08/14	M-TU	5P-6P	0	:30	\$400.00		0		0	\$0.00	
Buyline Comment: NEWS 2X CXL'D V5 More than 2 codes changed												
*22	08/06-08/10	M-F	1135P-1205A	3	:30	\$200.00		3		1	\$600.00	
Buyline Comment: NIGHTLINE 2X N/A, MKGDS ON LN 35 V9 More than 2 codes changed												
*23	08/13-08/13	M	1135P-1205A	1	:30	\$300.00		1		1	\$300.00	
Buyline Comment: NIGHTLINE RATE CHNG V5 More than 2 codes changed												
*34	08/13-08/13	M	5P-6P	1	:30	\$400.00		1		1	\$400.00	
Buyline Comment: NEWS MKGD FOR LN 11 V9 Added												
*35	08/13-08/13	M	1135P-1205A	0	:30	\$200.00		0		0	\$0.00	
Buyline Comment: MKGD FOR LN 22 2X N/A Sales Remark: V11 2X N/A V9 Added V11 More than 2 codes changed												

---REPORT TOTALS---

Station WTNH-TV NEW HAVEN, CT.
Advertiser () L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Report Totals: 15 / \$4,750.00

---SALES MONTHLY TOTALS---

Aug 12: 67 / \$31,775.00
Sales Totals: 67 / \$31,775.00
Station Totals: 67 / \$31,775.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,037	CABL 0%	WCCT 0%	WCTX 0%	WFSB 55%	WHCT 0%
		WRDM 0%	WTIC 0%	WTNH 44%	WUVN 0%	WWIT 0%
		XXX 0%				

---COMPETITIVE COMMENTS---

WAITING ON SHARES

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE



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CONTRACT

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<u>Advertiser</u> POL/L Wilson Foley 4 Hor		<u>Original Date / Revision</u> 08/13/12 / 08/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN9370/IN11002/IN141		<u>Advertiser Ref</u>

And:

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Delaware, OH 43015
USA

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9	WTNH	08/12/12	08/12/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$750.00			
10	WTNH	08/02/12	08/03/12	News 8 5p-6p	5p-6p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TF--				2	\$500.00			
N 11	WTNH	08/07/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				4	\$400.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
195595 /	06837868

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/02/12 - 08/14/12	LISA WILSON FOLEY	2540

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/L Wilson Foley 4 Ho	08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>												
3	WTNH	08/06/12	08/12/12	News 8 5p-6p	5p-6p	-TuWThF----	:30		\$400.00	NM		
See MG 11.5												
5	WTNH	08/13/12	08/13/12	News 8 5p-6p	5p-6p	M-----	:30		\$400.00	NM		
Ⓜ MG for 11.3 08/10												
D 12	WTNH	08/13/12	08/14/12	News 8 5p-6p	5p-6p		:30			NM	0	\$0.00
13	WTNH	08/02/12	08/03/12	News 8 6p-630p	6p-630p		:30			NM	2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 ---TF-- 2 \$700.00												
14	WTNH	08/07/12	08/10/12	News 8 6p-630p	6p-630p		:30			NM	3	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 -TWTF-- 3 \$500.00												
15	WTNH	08/13/12	08/14/12	News 8 6p-630p	6p-630p		:30			NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 MT----- 2 \$500.00												
16	WTNH	08/02/12	08/03/12	M-F 7p-730p	7p-730p		:30			NM	1	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 ---TF-- 1 \$900.00												
17	WTNH	08/06/12	08/10/12	M-F 7p-730p	7p-730p		:30			NM	3	\$2,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 MTWTF-- 3 \$900.00												
18	WTNH	08/13/12	08/14/12	M-F 7p-730p	7p-730p		:30			NM	2	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 MT----- 2 \$900.00												
19	WTNH	08/04/12	08/11/12	Late News Sa	11p-1135p		:30			NM	2	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -----S- 1 \$250.00 Week: 08/06/12 08/12/12 -----S- 1 \$250.00												
20	WTNH	08/05/12	08/12/12	Late News Su	11p-1135p		:30			NM	2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -----S 1 \$700.00 Week: 08/06/12 08/12/12 -----S 1 \$700.00												
21	WTNH	08/02/12	08/03/12	Nightline	1135p-120630a		:30			NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 ---TF-- 2 \$200.00												
22	WTNH	08/06/12	08/10/12	Nightline	1135p-120630a		:30			NM	5	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 MTWTF-- 5 \$200.00												
23	WTNH	08/13/12	08/13/12	Nightline	1135p-120630a		:30			NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 M----- 1 \$300.00												
24	WTNH	08/02/12	08/03/12	Late News 8	11p-1135p		:30			NM	2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 ---TF-- 2 \$700.00												
25	WTNH	08/06/12	08/10/12	Late News 8	11p-1135p		:30			NM	5	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 MTWTF-- 5 \$700.00												
26	WTNH	08/13/12	08/14/12	Late News 8	11p-1135p		:30			NM	2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 MT----- 2 \$700.00												
27	WTNH	08/06/12	08/06/12	News 8 @ 6a	6a-7a		:30			NM	1	\$350.00

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WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
195595 /	06837868

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/02/12 - 08/14/12	LISA WILSON FOLEY	2540

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/L Wilson Foley 4 Ho	08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 M----- 1 \$350.00												
28	WTNH	08/06/12	08/06/12	GMA	7a-9a		:30			NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 M----- 1 \$500.00												
29	WTNH	08/04/12	08/05/12	SaSu 6a-8a	6a-8a		:30			NM	2	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -----SS 2 \$150.00												
30	WTNH	08/04/12	08/05/12	GMA SaSu	8a-9a		:30			NM	2	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -----SS 2 \$250.00												
31	WTNH	08/05/12	08/05/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -----S 1 \$750.00												
32	WTNH	08/06/12	08/06/12	News 8 5p-6p	5p-6p		:30			NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 M----- 1 \$500.00												
33	WTNH	08/06/12	08/06/12	News 8 6p-630p	6p-630p		:30			NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/06/12 08/12/12 M----- 1 \$700.00												
Totals											69	\$32,175.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/14/12	69	\$32,175.00	\$27,348.75
Totals	69	\$32,175.00	\$27,348.75

Signature: _____ **Date:** _____

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Rep Order# 6837868 Ver# 10 Status Returned Traffic Order# 195595 Printed: 08/13/2012 12:51 PM 1 of 2
EC'd Yes Last Received: 08/13/2012 12:28 PM
Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---
LISA WILSON FOLEY FOR HOUSE OF REPRESENTATIVES SC=*

--- REMARKS ---
SEE LN 35 FOR NA'S
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*35	08/13-08/13	M	1135P-1205A	2	:30	\$200.00		2		1	\$400.00	
Buyline Comment: MKGD FOR LN 22 Station Remark: V10 LN NOT BOOKED TP IS NA V9 Added												

---REPORT TOTALS---
Report Totals: 2 / \$400.00

---SALES MONTHLY TOTALS---
Aug 12: 69 / \$32,175.00
Sales Totals: 69 / \$32,175.00
Station Totals: 69 / \$32,175.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$ / 1,932	CABL 0%	WCCT 0%	WCTX 0%	WFSB 55%	WHCT 0%
		WRDM 0%	WTIC 0%	WTNH 44%	WUVN 0%	WVIT 0%
		XXX 0%				

---COMPETITIVE COMMENTS---
WAITING ON SHARES

Rep Order#	6837868
EC'd	Yes

Ver# 9 Status Revised

Traffic Order# 195595

Printed: 08/13/2012 12:35 PM
Last Received: 08/13/2012 12:28 PM
Showing Buylines: All Rep Revised Lines

2 of 3

Station WTNH-TV NEW HAVEN, CT.

Station WTNH-TV NEW HAVEN, CT.
Advertiser () L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY

Product	Estimate#	Estimate
1	2540	2540

Buyer WHITNEY EVERSOLE

Phone

Fax#

Agency () STRATEGIC MEDIA PLACEMENT

Agency () STAGERS MI
7669 STAGERS LOOP
DELAWARE, OH 43015

Agency C/P1/P2/E //2540

Flight Dates 08/02/2012 - 08/14/2012

Hiatus Weeks

Rep Firm _____) PHILADELPHIA
Sales Office (_____) KATE BRADY
Salesperson (_____)

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

In	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
-	-----	----	-----	-----	---	-----	-----	-----	---	-----	-----	-----

*11 08/07-08/10 TU-F 5P-6P
Buyline Comment: NEWS
1X N/A, MCKD ON LN 34

Sales Remark: V9 1X N/A, MKGD ON LN 34
V9 More than 2 codes changed

*12	08/13-08/14	M-TU	5P-6P	0	:30	\$400.00
-----	-------------	------	-------	---	-----	----------

Buyline Comment: NEWS
2X CXL'D

V5 More than 2 codes changed

*22	08/06-08/10	M-F	1135P-1205A	3	:30	\$200.00

Buyline Comment: NIGHTLINE
2X N/A, MKGDS ON LN 35

Sales Remark: V9 2X N/A, MKKDS ON LN 35
V9 More than 2 codes changed

*23	08/13-08/13	M	1135P-1205A	1	:30	\$300.00
-----	-------------	---	-------------	---	-----	----------

Buyline Comment: NIGHTLINE
RATE CHNG

V5 More than 2 codes changed

*34	08/13-08/13	M	5P-6P	1	1	:30	\$400.00
-----	-------------	---	-------	---	---	-----	----------

Buyline Comment: NEWS
MKGD FOR LN 11

Sales Remark: V9 MKGD FOR LN 11
V9 Added

*35	08/13-08/13	M	1135P-- 1205A	2	:30	\$200.00

Buyline Comment: MKGD FOR LN 22

Sales Remark: V9 MKGD FOR LN 22
V9 Added

Last Received: 08/13/2012 12:28 PM

Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---REPORT TOTALS---

Report Totals: 17 / \$5,150.00

---SALES MONTHLY TOTALS---

Aug 12: 69 / \$32,175.00
Sales Totals: 69 / \$32,175.00
Station Totals: 69 / \$32,175.00
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,932	CABL 0%	WCOT 0%	WCTX 0%	WFSB 55%	WHCT 0%
		WRDM 0%	WTIC 0%	WTNH 44%	WUVN 0%	WVIT 0%
		XXX 0%				

---COMPETITIVE COMMENTS---

WAITING ON SHARES

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

<u>Contract / Revision</u> 195595 /		<u>Alt Order #</u> 06837868
<u>Product</u> LISA WILSON FOLEY		
<u>Contract Dates</u> 08/02/12 - 08/14/12		<u>Estimate #</u> 2540
<u>Advertiser</u> POL/L Wilson Foley 4 Hor		<u>Original Date / Revision</u> 08/08/12 / 08/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN9370/IN11002/IN141		<u>Advertiser Ref</u>

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WTNH	08/02/12	08/03/12	News 8 @ 6a	6a-7a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TF--				2	\$350.00			
2	WTNH	08/07/12	08/10/12	News 8 @ 6a	6a-7a		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				4	\$300.00			
N 3	WTNH	08/13/12	08/14/12	News 8 @ 6a	6a-7a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$350.00			
4	WTNH	08/02/12	08/03/12	GMA	7a-9a		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TF--				2	\$375.00			
5	WTNH	08/07/12	08/10/12	GMA	7a-9a		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				3	\$375.00			
6	WTNH	08/13/12	08/14/12	GMA	7a-9a		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$375.00			
N 7	WTNH	08/11/12	08/12/12	SaSu 6a-8a	6a-8a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----SS				2	\$150.00			
N 8	WTNH	08/11/12	08/12/12	GMA SaSu	8a-9a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----SS				2	\$250.00			
N 9	WTNH	08/12/12	08/12/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$750.00			
10	WTNH	08/02/12	08/03/12	News 8 5p-6p	5p-6p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TF--				2	\$500.00			
11	WTNH	08/07/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				4	\$400.00			
12	WTNH	08/13/12	08/14/12	News 8 5p-6p	5p-6p		:30			NM	2	\$800.00

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WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

<u>Contract / Revision</u> 195595 /		<u>Alt Order #</u> 06837868
<u>Contract Dates</u> 08/02/12 - 08/14/12	<u>Product</u> LISA WILSON FOLEY	<u>Estimate #</u> 2540
<u>Advertiser</u> POL/L Wilson Foley 4 Ho		<u>Original Date / Revision</u> 08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$400.00			
13	WTNH	08/02/12	08/03/12	News 8 6p-630p	6p-630p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TF--				2	\$700.00			
14	WTNH	08/07/12	08/10/12	News 8 6p-630p	6p-630p		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				3	\$500.00			
15	WTNH	08/13/12	08/14/12	News 8 6p-630p	6p-630p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$500.00			
16	WTNH	08/02/12	08/03/12	M-F 7p-730p	7p-730p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TF--				1	\$900.00			
17	WTNH	08/06/12	08/10/12	M-F 7p-730p	7p-730p		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				3	\$900.00			
18	WTNH	08/13/12	08/14/12	M-F 7p-730p	7p-730p		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$900.00			
19	WTNH	08/04/12	08/11/12	Late News Sa	11p-1135p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$250.00			
Week:		08/06/12	08/12/12	-----S-				1	\$250.00			
20	WTNH	08/05/12	08/12/12	Late News Su	11p-1135p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				1	\$700.00			
Week:		08/06/12	08/12/12	-----S				1	\$700.00			
21	WTNH	08/02/12	08/03/12	Nightline	1135p-120630a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TF--				2	\$200.00			
22	WTNH	08/06/12	08/10/12	Nightline	1135p-120630a		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				5	\$200.00			
N 23	WTNH	08/13/12	08/13/12	Nightline	1135p-120630a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$300.00			
24	WTNH	08/02/12	08/03/12	Late News 8	11p-1135p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---TF--				2	\$700.00			
25	WTNH	08/06/12	08/10/12	Late News 8	11p-1135p		:30			NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				5	\$700.00			
26	WTNH	08/13/12	08/14/12	Late News 8	11p-1135p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$700.00			
27	WTNH	08/06/12	08/06/12	News 8 @ 6a	6a-7a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	M-----				1	\$350.00			
28	WTNH	08/06/12	08/06/12	GMA	7a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	M-----				1	\$500.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
195595 /	06837868

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/02/12 - 08/14/12	LISA WILSON FOLEY	2540

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/L Wilson Foley 4 Ho	08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div></div></div>												
29	WTNH	08/04/12	08/05/12	SaSu 6a-8a	6a-8a		:30			NM	2	\$300.00
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div></div></div>												
Week:		07/30/12	08/05/12	-----SS				2	\$150.00			
30	WTNH	08/04/12	08/05/12	GMA SaSu	8a-9a		:30			NM	2	\$500.00
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div></div></div>												
Week:		07/30/12	08/05/12	-----SS				2	\$250.00			
31	WTNH	08/05/12	08/05/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	\$750.00
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div></div></div>												
Week:		07/30/12	08/05/12	-----S				1	\$750.00			
32	WTNH	08/06/12	08/06/12	News 8 5p-6p	5p-6p		:30			NM	1	\$500.00
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div></div></div>												
Week:		08/06/12	08/12/12	M-----				1	\$500.00			
33	WTNH	08/06/12	08/06/12	News 8 6p-630p	6p-630p		:30			NM	1	\$700.00
<div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div></div></div>												
Week:		08/06/12	08/12/12	M-----				1	\$700.00			
Totals											71	\$32,975.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	71	\$32,975.00	\$28,028.75
Totals	71	\$32,975.00	\$28,028.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Rep Order# 6837868
Ver# 8
Status Returned
Traffic Order# 195595
Printed: 08/13/2012 11:14 AM
1 of 2

EC'd Yes
Last Received: 08/08/2012 2:23 PM
Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Agency () STRATEGIC MEDIA PLACEMENT
Rep Firm () PHILADELPHIA
Advertiser () L. WILSON FOLEY 4HOR
7669 STAGERS LOOP
Sales Office ()
Product LISA WILSON FOLEY
DELAWARE, OH 43015
Salesperson () KATE BRADY
Estimate# 2540
Agency C/P1/P2/E //2540
Salesperson Phone# 215-567-6005
Buyer WHITNEY EVERSOLE
Flight Dates 08/02/2012 - 08/14/2012
Salesperson FAX# 215-567-5938
Phone#
Hiatus Weeks
Fax#

--- CONTRACT COMMENT ---
LISA WILSON FOLEY FOR HOUSE OF REPRESENTATIVES SC=*

--- REMARKS ---
SEE LN 11 FOR NA AND MKGD OFFER FOR TODAY 8/13
PLS ADDRESS ASAP
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*11	08/07-08/10	TU-F	5P-6P	4	:30	\$400.00		4		1	\$1,600.00	
Buyline Comment: NEWS 1X 8/6 REBOUGHT ON SEP LN												
Station Remark: V8 1X NA 8/10 DUE S-PCL REPORT OFFERING STP TODAY 8/13												
*22	08/06-08/10	M-F	1135P-1205A	5	:30	\$200.00		5		1	\$1,000.00	
Buyline Comment: NIGHTLINE Station Remark: V8 1x na 8/9 & 8/10 due sotp												

---REPORT TOTALS---
Report Totals: 9 / \$2,600.00

---SALES MONTHLY TOTALS---
Aug 12: 69 / \$32,175.00
Sales Totals: 69 / \$32,175.00
Station Totals: 69 / \$32,175.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$71,932
CABL 0% WCCT 0% WCTX 0% WFSB 55% WHCT 0%
WRDM 0% WTIC 0% WTNH 44% WUVN 0% WVIT 0%

Rep Order# 6837868 Ver# 6 Status Returned Traffic Order# 195595 Printed: 08/08/2012 3:13 PM 1 of 2
EC'd Yes Last Received: 08/08/2012 2:23 PM
Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LISA WILSON FOLEY FOR HOUSE OF REPRESENTATIVES SC=*

--- REMARKS ---

SEE LN 22 FOR NA'S. SPOTS CAN GO BACK IN STP BUT RATE NEEDS TO BE BUMPED TO \$300 TO CLEAR. AND HAS TO BE HERE BY 4P IF THEY WANT TO AIR TOM. NO PRESSURE!

THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*22	08/06-08/10	M-F	1135P-1205A	5	:30	\$200.00		5		1	\$1,000.00	
Buyline Comment: NIGHTLINE												
Station Remark: V6 1x na 8/9 & 8/10 due sotp												

---REPORT TOTALS---

Report Totals: 5 / \$1,000.00

---SALES MONTHLY TOTALS---

Aug 12: 69 / \$32,175.00

Sales Totals: 69 / \$32,175.00

Station Totals: 69 / \$32,175.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,932	CABL 0%	WCCT 0%	WCTX 0%	WFSB 55%	WHCT 0%
		WRDM 0%	WTIC 0%	WTNH 44%	WUVN 0%	WVIT 0%
		XXX 0%				

---COMPETITIVE COMMENTS---

WAITING ON SHARES

1 of 3

Rep Order# 6837868

Ver# 5 Status Revised

Traffic Order# 195595

Printed: 08/08/2012 2:59 PM

1 of 3

EC'd Yes

Last Received:

08/08/2012 2:23 PM

Station WTNH-TV NEW HAVEN, CT.

Advertiser () L. WILSON FOLEY 4HOR

Product LISA WILSON FOLEY

Estimate# 2540

Buyer WHITNEY EVERSOLE

Phone#

Fax#

Agency () STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

Agency C/P1/P2/E //2540

Flight Dates 08/02/2012 - 08/14/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () KATE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LISA WILSON FOLEY FOR HOUSE OF REPRESENTATIVES SC=*

---REMARKS---

THIS IS A REVISED ORDER

SEE RATE CHNGS ON LNS 3, 7-9 & 23. IN 12 CXL'D

TOTAL REMAINS \$32175

PLS CONFIRM

THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*3	08/13-08/14	M-TU	6A-'A	2	:30	\$350.00		2		1	\$700.00	
Buyline Comment: NEWS RATE CHNG Sales Remark: V5 RATE CHNG V5 More than 2 codes changed												
*7	08/04-08/05 08/11-08/12	SA-SU	6A-8A	0 2	:30	\$150.00		0 2		1 1	\$300.00	
Buyline Comment: NEWS RATE CHNG Sales Remark: V5 RATE CHNG V5 More than 2 codes changed												
*8	08/04-08/05 08/11-08/12	SA-SU	8A-9A	0 2	:30	\$250.00		0 2		1 1	\$500.00	
Buyline Comment: WKEND GMA RATE CHNG Sales Remark: V5 RATE CHNG V5 More than 2 codes changed												

Station WTNH-TV NEW HAVEN, CT.
Advertiser () L WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*9	08/05-08/05	SU	9A-10A	0	:30	\$750.00		0		1	\$750.00	
	08/12-08/12			1				1		1		
Buyline Comment: THIS WEEK RATE CHNG												
Sales Remark: V5 RATE CHNG												
V5 More than 2 codes changed												
*12	08/13-08/14	M-TU	5P-6P	0	:30	\$400.00		0		0	\$0.00	
Buyline Comment: NEWS 2X CXL'D												
Sales Remark: V5 2X CXL'D												
V5 More than 2 codes changed												
*23	08/13-08/13	M	1135P-1205A	1	:30	\$300.00		1		1	\$300.00	
Buyline Comment: NIGHTLINE RATE CHNG												
Sales Remark: V5 RATE CHNG												
V5 More than 2 codes changed												

---REPORT TOTALS---

Report Totals: 8 / \$2,550.00

---SALES MONTHLY TOTALS---

Aug 12: 69 / \$32,175.00
Sales Totals: 69 / \$32,175.00
Station Totals: 69 / \$32,175.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,932	CABL 0%	WCCT 0%	WCTX 0%	WFSB 55%	WHCT 0%
		WRDM 0%	WTIC 0%	WTNH 44%	WUVN 0%	WVIT 0%
		XXX 0%				

Station	WTNH-TV NEW HAVEN, CT.	Agency	() STRATEGIC MEDIA PLACEMENT	Rep Firm								
Advertiser	() L. WILSON FOLEY 4HOR		7669 STAGERS LOOP	Sales Office	() PHILADELPHIA							
Product	LISA WILSON FOLEY		DELAWARE, OH 43015	Salesperson	() KATE BRADY							
Estimate#	2540	Agency C/P1/P2/E	//2540									
Buyer	WHITNEY EVERSOLE	Flight Dates	08/02/2012 - 08/14/2012	Salesperson Phone#	215-567-6005							
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938							
Fax#												
Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
---	-----	---	-----	-----	---	-----	-----	-----	---	-----	-----	-----

---REPORT TOTALS---
Report Totals: 8 / \$1,750.00

---SALES MONTHLY TOTALS---

Aug 12: 71 / \$32,175.00
Sales Totals: 71 / \$32,175.00
Station Totals: 71 / \$32,175.00
Lines not sent/rcld/rtn: 0 / \$0.00

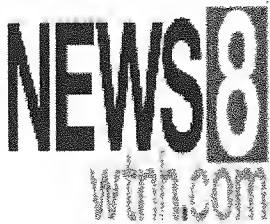
---COMPETITIVE---

Market Totals	\$71,932	CABL 0%	WCCT 0%	WCTX 0%	WFSB 55%	WHCT 0%
		WRDM 0%	WTIC 0%	WTNH 44%	WUVN 0%	WVIT 0%
		XXX 0%				

---COMPETITIVE COMMENTS---
WAITING ON SHARES

Books null
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

X

<u>Contract / Revision</u> 195595 /		<u>Alt Order #</u> 06837868
<u>Product</u> LISA WILSON FOLEY		
<u>Contract Dates</u> 08/02/12 - 08/14/12		<u>Estimate #</u> 2540
<u>Advertiser</u> POL/L Wilson Foley 4 Hor		<u>Original Date / Revision</u> 08/01/12 / 08/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelphia
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN9370/IN11002/IN141		<u>Advertiser Ref</u>

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015
USA

L3
L7
L8
L9

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTNH	08/02/12	08/03/12	News 8 @ 6a	6a-7a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	---TF--				2	\$350.00			
N 2	WTNH	08/07/12	08/10/12	News 8 @ 6a	6a-7a		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	-TWTF--				4	\$300.00			
N 3	WTNH	08/13/12	08/14/12	News 8 @ 6a	6a-7a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	MT-----				2	\$300.00			
N 4	WTNH	08/02/12	08/03/12	GMA	7a-9a		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	---TF--				2	\$375.00			
N 5	WTNH	08/07/12	08/10/12	GMA	7a-9a		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	-TWTF--				3	\$375.00			
N 6	WTNH	08/13/12	08/14/12	GMA	7a-9a		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	MT-----				2	\$375.00			
N 7	WTNH	08/11/12	08/12/12	SaSu 6a-8a	6a-8a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	-----SS				2	\$100.00			
N 8	WTNH	08/11/12	08/12/12	GMA SaSu	8a-9a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	-----SS				2	\$200.00			
N 9	WTNH	08/12/12	08/12/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	-----S				1	\$350.00			
N 10	WTNH	08/02/12	08/03/12	News 8 5p-6p	5p-6p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	---TF--				2	\$500.00			
N 11	WTNH	08/07/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	-TWTF--				4	\$400.00			
N 12	WTNH	08/13/12	08/14/12	News 8 5p-6p	5p-6p		:30			NM	2	\$800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
195595 /	06837868

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/02/12 - 08/14/12	LISA WILSON FOLEY	2540

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/L Wilson Foley 4 Ho	08/01/12 / 08/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount																																							
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N 13	WTNH	08/02/12	08/03/12	News 8 6p-630p	6p-630p		:30			NM	2	\$1,400.00																																							
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N 14	WTNH	08/07/12	08/10/12	News 8 6p-630p	6p-630p		:30			NM	3	\$1,500.00																																							
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N 15	WTNH	08/13/12	08/14/12	News 8 6p-630p	6p-630p		:30			NM	2	\$1,000.00																																							
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N 16	WTNH	08/02/12	08/03/12	M-F 7p-730p	7p-730p		:30			NM	1	\$900.00																																							
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N 17	WTNH	08/06/12	08/10/12	M-F 7p-730p	7p-730p		:30			NM	3	\$2,700.00																																							
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N 18	WTNH	08/13/12	08/14/12	M-F 7p-730p	7p-730p		:30			NM	2	\$1,800.00																																							
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N 19	WTNH	08/04/12	08/11/12	Late News Sa	11p-1135p		:30			NM	2	\$500.00																																							
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N 20	WTNH	08/05/12	08/12/12	Late News Su	11p-1135p		:30			NM	2	\$1,400.00																																							
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Week:		08/06/12	08/12/12	-----S				1	\$700.00																																										
N 21	WTNH	08/02/12	08/03/12	Nightline	1135p-120630a		:30			NM	2	\$400.00																																							
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N 22	WTNH	08/06/12	08/10/12	Nightline	1135p-120630a		:30			NM	5	\$1,000.00																																							
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N 23	WTNH	08/13/12	08/13/12	Nightline	1135p-120630a		:30			NM	1	\$200.00																																							
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N 24	WTNH	08/02/12	08/03/12	Late News 8	11p-1135p		:30			NM	2	\$1,400.00																																							
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N 25	WTNH	08/06/12	08/10/12	Late News 8	11p-1135p		:30			NM	5	\$3,500.00																																							
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N 26	WTNH	08/13/12	08/14/12	Late News 8	11p-1135p		:30			NM	2	\$1,400.00																																							
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N 27	WTNH	08/06/12	08/06/12	News 8 @ 6a	6a-7a		:30			NM	1	\$350.00																																							
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N 28	WTNH	08/06/12	08/06/12	GMA	7a-9a		:30			NM	1	\$500.00																																							
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WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
195595 /	06837868

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/02/12 - 08/14/12	LISA WILSON FOLEY	2540

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/L Wilson Foley 4 Ho	08/01/12 / 08/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 29	WTNH	08/04/12	08/05/12	SaSu 6a-8a	6a-8a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----SS				2	\$150.00			
N 30	WTNH	08/04/12	08/05/12	GMA SaSu	8a-9a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----SS				2	\$250.00			
N 31	WTNH	08/05/12	08/05/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				1	\$750.00			
N 32	WTNH	08/06/12	08/06/12	News 8 5p-6p	5p-6p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	M-----				1	\$500.00			
N 33	WTNH	08/06/12	08/06/12	News 8 6p-630p	6p-630p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	M-----				1	\$700.00			
Totals											71	\$32,175.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	71	\$32,175.00	\$27,348.75
Totals	71	\$32,175.00	\$27,348.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Station WTNH-TV NEW HAVEN, CT.
 Advertiser () L. WILSON FOLEY 4HOR
 Product LISA WILSON FOLEY
 Estimate# 2540
 Buyer WHITNEY EVERSOLE
 Phone#
 Fax#

Agency () STRATEGIC MEDIA PLACEMENT
 7669 STAGERS LOOP
 DELAWARE, OH 43015
 Agency C/P1/P2/E //2540
 Flight Dates 08/02/2012 - 08/14/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () KATE BRADY
 Salesperson Phone# 215-567-6005
 Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LISA WILSON FOLEY FOR HOUSE OF REPRESENTATIVES SC=*

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*1	08/02-08/03	TH-F	6A-7A	2	:30	\$350.00		2		1	\$700.00	
Buyline Comment: NEWS RATE CHNG Sales Remark: V3 RATE CHNG V3 More than 2 codes changed												
*2	08/07-08/10	TU-F	6A-7A	4	:30	\$300.00		4		1	\$1,200.00	
Buyline Comment: NEWS 1X 8/6 REBOUGHT ON SEP LN Sales Remark: V3 1X 8/6 REBOUGHT ON SEP LN V3 More than 2 codes changed												
*5	08/07-08/10	TU-F	7A-9A	3	:30	\$375.00		3		1	\$1,125.00	
Buyline Comment: GMA 1X CXL'D, 1X 8/6 REBOUGHT ON SEP LN Sales Remark: V3 1X CXL'D, 1X 8/6 REBOUGHT ON SEP LN V3 More than 2 codes changed												
*7	08/04-08/05 08/11-08/12	SA-SU	6A-8A	0	:30	\$100.00		0		1	\$200.00	
Buyline Comment: NEWS 2X 8/4-8/5 REBOUGHT ON SEP LN Sales Remark: V3 2X 8/4-8/5 REBOUGHT ON SEP LN V3 More than 2 codes changed												
*8	08/04-08/05 08/11-08/12	SA-SU	8A-9A	0	:30	\$200.00		0		1	\$400.00	
Buyline Comment: WKEND GMA 2X 8/4-8/5 REBOUGHT ON SEP LN Sales Remark: V3 2X 8/4-8/5 REBOUGHT ON SEP LN V3 More than 2 codes changed												

OK 8/1

Rep Order#	6837868	Ver#	3	Status	Revised
EC'd	Yes				

Traffic Order#

2 of 4

Printed: 08/01/2012 2:26 PM
Last Received: 08/01/2012 2:22 PM
Showing Buylines: All Rep Revised Lines

Station	WTNH-TV NEW HAVEN, CT.
Advertiser	() L. WILSON FOLEY 4HOR
Product	LISA WILSON FOLEY
Estimate#	2540
Buyer	WHITNEY EVERSOLE
Phone#	
Fax#	

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*9	08/05-08/05 08/12-08/12	SU	9A-10A	0 1	:30	\$350.00		0 1		1 1	\$350.00	
	Buyline Comment: THIS WEEK 1X 8/5 REBOUGHT ON SEP LN Sales Remark: V3 1X 8/5 REBOUGHT ON SEP LN V3 More than 2 codes changed											
*10	08/02-08/03	TH-F	5P-6P	2	:30	\$500.00		2		1	\$1,000.00	
	Buyline Comment: NEWS RATE CHNGD Sales Remark: V3 RATE CHNGD V3 More than 2 codes changed											
*11	08/07-08/10	TU-F	5P-6P	4	:30	\$400.00		4		1	\$1,600.00	
	Buyline Comment: NEWS 1X 8/6 REBOUGHT ON SEP LN Sales Remark: V3 1X 8/6 REBOUGHT ON SEP LN V3 More than 2 codes changed											
*13	08/02-08/03	TH-F	6P-630P	2	:30	\$700.00		2		1	\$1,400.00	
	Buyline Comment: NEWS RATE CHNG Sales Remark: V3 RATE CHNG V3 More than 2 codes changed											
*14	08/07-08/10	TU-F	6P-630P	3	:30	\$500.00		3		1	\$1,500.00	
	Buyline Comment: NEWS 1X CXL'D, 1X 8/6 REBOUGHT ON SEP LN Sales Remark: V3 1X CXL'D, 1X 8/6 REBOUGHT ON SEP LN V3 More than 2 codes changed											
*17	08/06-08/10	M-F	7P-730P	3	:30	\$900.00		3		1	\$2,700.00	
	Buyline Comment: JEOPARDY 1X CXL'D Sales Remark: V3 1X CXL'DF V3 More than 2 codes changed											

Station WTNH-TV NEW HAVEN, CT.
Advertiser () L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*33	08/06-08/06	M	6P-630P	1	:30	\$700.00		1		1	\$700.00	
Buyline Comment: NEWS REBOUGHT FROM LN 14												
Sales Remark: V3 REBOUGHT FROM LN 14												
V3 Added												

---REPORT TOTALS---

Report Totals: 37 / \$15,775.00

---SALES MONTHLY TOTALS---

Aug 12: 71 / \$32,175.00

Sales Totals: 71 / \$32,175.00

Station Totals: 71 / \$32,175.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,932	CABL 0%	WCCT 0%	WCTX 0%	WFSB 55%	WHCT 0%
		WRDM 0%	WTIC 0%	WTNH 44%	WUVN 0%	WVIT 0%
		XXX 0%				

---COMPETITIVE COMMENTS---

WAITING ON SHARES

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Station WTNH-TV NEW HAVEN, CT.
 Advertiser () L. WILSON FOLEY 4HOR
 Product LISA WILSON FOLEY
 Estimate# 2540
 Buyer WHITNEY EVERSOLE
 Phone#
 Fax#

Agency () STRATEGIC MEDIA PLACEMENT
 7669 STAGERS LOOP
 DELAWARE, OH 43015
 Agency C/P1/P2/E //2540
 Flight Dates 08/02/2012 - 08/14/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () KATE BRADY
 Salesperson Phone# 215-567-6005
 Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
8	08/04-08/12	SA-SU	8A-9A	2	:30	\$200.00		4		2	\$800.00	
Buyline Comment: WKEND GMA												
9	08/05-08/12	SU	9A-10A	1	:30	\$350.00		2		2	\$700.00	
Buyline Comment: THIS WEEK												
10	08/02-08/03	TH-F	5P-6P	2	:30	\$400.00		2		1	\$800.00	
Buyline Comment: NEWS												
11	08/06-08/10	M-F	5P-6P	5	:30	\$400.00		5		1	\$2,000.00	
Buyline Comment: NEWS												
12	08/13-08/14	M-TU	5P-6P	2	:30	\$400.00		2		1	\$800.00	
Buyline Comment: NEWS												
13	08/02-08/03	TH-F	6P-630P	2	:30	\$500.00		2		1	\$1,000.00	
Buyline Comment: NEWS												
14	08/06-08/10	M-F	6P-630P	5	:30	\$500.00		5		1	\$2,500.00	
Buyline Comment: NEWS												
15	08/13-08/14	M-TU	6P-630P	2	:30	\$500.00		2		1	\$1,000.00	
Buyline Comment: NEWS												
16	08/02-08/03	TH-F	7P-730P	1	:30	\$900.00		1		1	\$900.00	
Buyline Comment: JEOPARDY												
17	08/06-08/10	M-F	7P-730P	4	:30	\$900.00		4		1	\$3,600.00	
Buyline Comment: JEOPARDY												
18	08/13-08/14	M-TU	7P-730P	2	:30	\$900.00		2		1	\$1,800.00	
Buyline Comment: JEOPARDY												

4

4

3

3

Station WTNH-TV NEW HAVEN, CT.
 Advertiser () L. WILSON FOLEY 4HOR
 Product LISA WILSON FOLEY
 Estimate# 2540
 Buyer WHITNEY EVERSOLE
 Phone#
 Fax#

Agency () STRATEGIC MEDIA PLACEMENT
 7669 STAGERS LOOP
 DELAWARE, OH 43015
 Agency C/P1/P2/E //2540
 Flight Dates 08/02/2012 - 08/14/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () KATE BRADY
 Salesperson Phone# 215-567-6005
 Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
19	08/04-08/11	SA	11P-1130P	4	:30	\$250.00		2		2	\$500.00	
	Buyline Comment: LATE NEWS											
20	08/05-08/12	SU	11P-1130P	3	:30	\$700.00		2		2	\$1,400.00	
	Buyline Comment: LATE NEWS											
21	08/02-08/03	TH-F	1135P-1205A	4	:30	\$200.00		2		1	\$400.00	
	Buyline Comment: NIGHTLINE											
22	08/06-08/10	M-F	1135P-1205A	4	:30	\$200.00		5		1	\$1,000.00	
	Buyline Comment: NIGHTLINE											
23	08/13-08/13	M	1135P-1205A	4	:30	\$200.00		1		1	\$200.00	
	Buyline Comment: NIGHTLINE											
24	08/02-08/03	TH-F	11P-1135P	3	:30	\$700.00		2		1	\$1,400.00	
	Buyline Comment: LATE NEWS											
25	08/06-08/10	M-F	11P-1135P	3	:30	\$700.00		5		1	\$3,500.00	
	Buyline Comment: LATE NEWS											
26	08/13-08/14	M-TU	11P-1135P	3	:30	\$700.00		2		1	\$1,400.00	
	Buyline Comment: LATE NEWS											

---REPORT TOTALS---
 Report Totals: 74 / \$32,175.00

---SALES MONTHLY TOTALS---

Aug 12: 74 / \$32,175.00

Rep Order# 6837868 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 07/31/2012 4:14 PM
Last Received: 07/31/2012 3:36 PM
Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () L. WILSON FOLEY 4HOR
Product LISA WILSON FOLEY
Estimate# 2540
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2540
Flight Dates 08/02/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Sales Totals: 74 / \$32,175.00
Station Totals: 74 / \$32,175.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$71,932
CABL 0% WCCT 0% WCTX 0% WFSB 55% WHCT 0%
WRDM 0% WTIC 0% WTNH 44% WUVN 0% WVIT 0%
XXX 0%

---COMPETITIVE COMMENTS---

WAITING ON SHARES

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, NICHOLAS EVERHART/KEGAN BERAN/WHITNEY EVERSOLE,

being/on behalf of: LISA-WILSON FOLEY, a legally

qualified candidate of the REPUBLICAN political

party for the office of: UNITED STATES HOUSE OF REPRESENTATIVES

in the PRIMARY

election to be held on: AUGUST 14, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

LISA WILSON-FOLEY FOR CONGRESSPO BOX 1220 AVON, CT 06001

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

DAVE AUDIBERT

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

2/17/12

Date


Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, NICK EVERHART

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does** ☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

NICK EVERHART

printed name

2/17/12

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.